

Integrating Preconception Health at WIC

Denise C. Gee
PHFE-WIC Program
Los Angeles & Orange Counties, CA
April 15, 2010

Goals

- Raising preconception health awareness among WIC staff
- Optimizing the health of WIC mothers and families
- Incorporating components of preconception health at WIC
- Supporting and equipping staff to provide high quality services
- Healthy pregnancies and births



PHFE-WIC

- **Provides:** food checks, nutrition education, breastfeeding support and referral services
- WIC is based on the premise that **early intervention programs** during critical times of growth and development can **help prevent future** medical and developmental problems
- **Service area:** Los Angeles & Orange Counties
- **WIC caseload:** 326,000 low-income individuals (17% women, 83% infants & children)
- **Staff size:** over 700



WIC Offers Wellness "WOW" Program



- Began in March 2007 as a prematurity prevention, interconception health demonstration project (at one WIC Center)
- Funded and supported by the March of Dimes
- Program participants: moms with new preemies or LBW babies



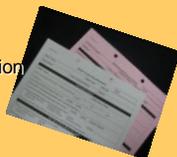
WOW Program

The project was designed to reduce the risk of a subsequent poor birth outcome through...

- Screening and assessment
- Health education and promotion
- Referrals for psychosocial intervention services

Demonstration project impact:

- Informative evaluation results
- Identified areas of effectiveness
- developed/identified resources



Questions Asked

- Q: What aspects of the demonstration project can be adopted by the other 61 PHFE-WIC sites?
- Q: How can WIC further optimize services for postpartum moms?
- Q: How can this be accomplished?

**** Key to our success: Support from Senior management and staff commitment**

Preconception Health Activities

Staff trainings for:

- All professional staff
- All WIC staff (professional & para-professional)

Training topics include:

- Preconception health
- Stress and maternal depression
- Alcohol screening
- Healthy weight and obesity
- Client-centered counseling



Reflection & Action

What will you start doing?
 What will you continue to do?
 What will you do differently?



Preconception Health Activities



- "You Are Special" group education for all WIC families (97% reported the class and tips on the MOD wallet cards as useful/very useful)

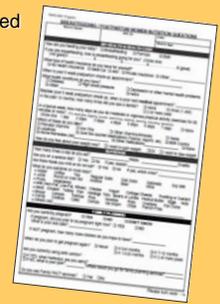


- Folic acid campaign (80% increase in daily MVI intake from 20% to 36%)



Preconception Health Activities

- WIC assessment forms modified

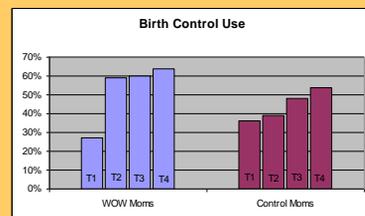


Preconception Health Activities

- Includes questions about their health, 6 week PP apt status, nutrition, exercise, healthy weight, depression screening and more
- Also includes a family planning section

FAMILY PLANNING	
Are you currently pregnant?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
If pregnant, do you plan to be pregnant right now?	<input type="checkbox"/> YES <input type="checkbox"/> NO
What is your due date?	_____
If NOT pregnant, how many more children do you hope to have?	_____
When do you plan to get pregnant again?	<input type="checkbox"/> never <input type="checkbox"/> in 0-6 months <input type="checkbox"/> in 7-12 months <input type="checkbox"/> in 13-24 months <input type="checkbox"/> in 2 or more years
Are you currently using birth control?	<input type="checkbox"/> YES, what methods are you using? _____ <input type="checkbox"/> NO, what is your plan? _____ where would you go for family planning services? _____
Do you use Family PACT services?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Family Planning Impact



Preconception Health Activities

- Resources available for staff use
- Participant education materials developed or identified



Family Planning Resource



Healthy Habits Passport



6-week Postpartum Checklist

What's Next?

- Will continue to look for ways to improve care and services to our postpartum moms
- Continue reviewing birth outcome data
- Expansion of WOW Program to CA WIC agencies so that 1,000,000+ women can be reached

Contact Info

Denise Gee

denise@phfewic.org

Judy Gomez

judy@phfewic.org

Shannon Whaley

shannon@phfewic.org